

## ABSTRACT OF THE DISCLOSURE

An image forming apparatus in which respective color visible images on tandem-arrayed plural photoconductor drums are sequentially overlay-  
5 transferred onto an intermediate transfer belt by application of a primary transfer voltage by intermediate transfer rollers, then the images are transferred at a time from the belt onto a print  
10 sheet by application of a secondary transfer voltage by a paper transfer roller. The same primary transfer voltage is applied to the respective color intermediate transfer rollers from one power source. In the intermediate transfer belt, a relative  
15 dielectric constant, a surface resistance and a volume resistance are controlled such that potential charged by initial transfer is attenuated to 1/3 or lower than the transfer voltage before a belt position of the initial transfer arrives at a next  
20 transfer position.